GOVERNMENT OF INDIA
HOME AFFAIRS
LOK SABHA

UNSTARRED QUESTION NO:2689
ANSWERED ON:01.08.2017
Illegal Hoarding
Gaikwad Dr. Sunil Baliram;Gupta Shri Sudheer;Kirtikar Shri Gajanan Chandrakant;Mahato Shri Bidyut Baran;Radhakrishnan Shri T.;S.R. Shri Vijay Kumar

Will the Minister of HOME AFFAIRS be pleased to state:

(a) whether the Government is aware of massive illegal hoardings in Mumbai, Delhi and other major cities and along the National Highways in the country;

(b) if so, the details thereof and the reasons therefor;

(c) the total loss of revenue to the Union and State Government therefrom;

(d) whether the Government plans to bring a National Policy in this regard and issue necessary guidelines to beautify the cities, check distraction of traffic and extract maximum revenue therefrom;

(e) if so, the details thereof and the time by which it is likely to come into force; and

(f) the other measures proposed to bring more transparency, check illegal hoardings and for a more environment friendly measures in this regard?

Answer

MINISTER OF STATE IN THE MINISTRY OF HOME AFFAIRS
(SHRI HANSRAJ GANGARAM AHIR)

(a) to (c): National Crime Records Bureau does not maintain such data.

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(d) to (f): In its order dated 20.11.1997 in CWP No.13029 / 85, titled Shri M.C. Mehta Vs. Union of India & Others, Hon`ble Supreme Court has directed the civic authorities, the Railways, the police and transport authorities to identify and remove all hoardings, which are on road sides and which are hazardous and a disturbance to safe traffic movement. The Hon`ble Supreme Court also approved an outdoor advertisement policy for the city of Delhi. The said policy provides for guidelines for display of advertisements through different kind of advertising devices, classified into four categories, with certain restrictions, while some of the advertisement modes have not been permitted for display of advertisements. Further, no advertisement can be displayed in public view, visible from a public street/ public place, in any manner, whatsoever at any place without the permission of the Commissioner of Municipal Corporation or the Chairperson of the Municipal Council, within their respective jurisdictions.

As per extant policy of Ministry of Road Transport & Highways, no advertisement hoardings are permitted on National Highways within the Right of Way except informatory signs of public interest such as hospitals, bus stations, etc. or advertisement of temporary nature announcing such as Mela, Flower Show etc. Under the policy of private sponsorship of road
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signs and greening of National Highways, the private entrepreneurs are allowed to depict the name/logo of their company in a sign of specified dimension. Instructions are issued to executing agencies from time to time for removal of unauthorised hoardings. Action against illegal hoardings is a continuous process and the same is taken on regular basis through various administrative and legal instruments. Steps are also taken by the Municipal Corporations to discourage display of unauthorised advertisements include launching the Zero Tolerance Campaign for removal of unauthorised advertisements, banners, posters, etc; imposing penalties on unauthorised displays; monitoring new events in the city displaying outdoor advertisements and taking action against them if their displays are found to be unauthorised; etc.

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